

Jane Larson

[The Arizona Republic](#)

An organization that encourages residents and visitors to spend their dollars at home-grown shops and restaurants has launched its free guide to "Small Wonders" in Scottsdale.

Local First Arizona, which has produced similar maps for small businesses in Phoenix and Tempe, introduced the Scottsdale edition Thursday at a news conference at Calvin Charles Gallery in downtown Scottsdale's arts district.

Buying from independently owned businesses supports the unique places that make a city special and increases the amount of money that circulates within a community, Local First Executive Director Kimber Lanning said.

"Keep your money where your home is," she told fellow business owners and civic leaders at the gallery.

The full-color map describes and locates 38 independent restaurants, shops and attractions in Scottsdale, from Pop! The Soda Shop near McDowell Road in south Scottsdale to the Heard Museum North near Carefree Highway. It highlights nearly two dozen dining spots, galleries and boutiques around downtown and lists Scottsdale festivals and events throughout the year.

The "Small Wonders" map is especially suited to Scottsdale, business leaders said.

Nearly all the businesses south of the Arizona Canal, including almost 100 art galleries, are independently owned, said Kathy Duley, president of the Scottsdale Gallery Association. And

tourists who come to Scottsdale want to see unique shops and restaurants, not what they can see back home, said Rachel Sacco, chief executive officer of the Scottsdale Convention & Visitors Bureau.

"What makes the juices flow is the quaint, original experiences these businesses provide," Sacco said.

Local First has printed more than 50,000 copies of the Scottsdale "Small Wonders" map. They will be available at restaurants, shops, hotels, Phoenix Sky Harbor International Airport and events such as the Scottsdale Art Walk on Thursday nights.

Local First Arizona is a non-profit organization with 1,800 members that are locally owned businesses around the Valley. Retail stores and restaurants must be members and within each map's boundaries to be included in a "Small Wonders" map, Lanning said. The only cost to businesses is their share of the printing expense.

Local First Arizona produced a "Small Wonders" map for central Phoenix businesses in early 2008 and one for Tempe businesses in mid-2009.

The maps have been especially popular with hotel concierges and real estate agents, who pass them out to guests and clients, Lanning said. Restaurants and shops pass them out to support each other and encourage customers to spend more time and money in a locale, she said.

The group's effort to encourage shopping at local businesses dovetails with a campaign Scottsdale started last summer to make residents aware that shopping within their city limits generates taxes that support services like parks and libraries.

"We share the common goal of getting people to recognize that sales tax dollars matter," Lanning said.

Local First takes the idea a step further with its message that locally owned businesses keep a higher share of their revenue in a community than do chains, she said.

U.S. Rep. Harry Mitchell, whose district includes Scottsdale and Tempe, said supporting small businesses is key to the economic recovery. He said he frequently hears from small businesses that can't get loans, and thinks efforts like Local First's maps can help businesses improve revenues.

View the map at www.localfirstaz.com/small-wonders/small-wonders-scottsdale.pdf .